

PRODUCT SAMPLE CAMPAIGN

Directly target key buyers you are not currently dealing with as well as ensuring product and brand coverage across the entire cost sector...

1. Select your key target sectors:

Care Providers	Local Authority
Contract Caterers	Healthcare - NHS and private
Education – MATs/Academies, Independent Schools	Universities / Colleges

2. Working with you we will identify key decision maker contacts you are not currently dealing with from these sectors
3. Supply your product/s to us (up to 10kg to fit in a maximum size A4 box)
4. The sample box will be sent to 100 identified individuals within your chosen sectors including a personalised letter along with any literature you want to include
5. We will follow up with a telephone call to gain feedback on the products, explore the current solutions they may be using - the ultimate aim of the call will be to generate an appointment or sales lead to be passed to your team
6. The sampling activity will include 3 months of advertising in Public Sector Catering magazine and on www.publicsectorcatering.co.uk. Regular reports will be supplied throughout the calling follow up with leads being fed through to you team on a daily basis

If your products cannot be mailed (e.g. are frozen, chilled or too large or too costly) then literature or other promotional items can be sent in order to catch the attention of the recipient before be contacted by the telemarketing team

Item	Cost
Bespoke sample box sent to 100 contacts	
Telephone follow up	
3 month advertising campaign – Public Sector Catering magazine and coverage www.publicsectorcatering.co.uk and associated social media channels	
TOTAL	£4,995

Think different... Think smart